Tempe Historic Preservation Office

DATE PALM MANOR HISTORIC DISTRICT

Research Report

Tempe Historic Property Register #37 HPO 9-001

Tempe Historic Preservation Commission

Neighborhood Meeting 03/12/2009 HPC Public Hearing 04/09/2009



photo Tempe HPO 2008

One of the best ways to protect Tempe's historic homes is to preserve the neighborhoods in which they stand. This approach is particularly appropriate for preserving some of the best remaining examples of our post-World War II subdivisions which are now turning fifty years old. The thousands of houses that were built at midcentury can best be studied and protected in the context of their subdivisions with their buildings, streetscapes, and all of the unique elements that help define and differentiate these neighborhoods. The Date Palm Manor Subdivision distinguishes itself as an early upscale suburban development gracefully coexisting in a remnant agrarian landscape. The historic Valsunda Date Gardens, a 40-acre orchard south of the new (1953) Tempe High School was subdivided into the exclusive Date Palm Manor Subdivision between 1953 and 1959, making this the earliest postwar custom home development in Tempe and the first residential subdivision to be developed south of Broadway Road in Tempe.

Date Palm Manor Subdivision is significant as a best example of early Post WWII custom home development in Tempe. In 1954, Presley L. Agnew began turning an established date orchard at the southwest corner of Mill Avenue and Broadway Road into an exclusive development of large and expensive homes. Agnew Construction Company offered custom homes with individual design rather than the typical tract style of repetitive models. Many were built with central air conditioning and a swimming pool, and often sold for twice the price of homes in other Tempe subdivisions. In some cases Agnew sold lots to individuals who wanted to build their own house, stipulating minimum standards for construction materials, quality, and house size in the lot deeds.¹

Date Palm Manor Subdivision opened for sale in July, 1954. Sales were handled by Joe Williams and Robert T. Ashley at the Tempe Realty Company. This medium size subdivision of 38 single-family lots was substantially built out by 1959. The original plat excluded the 2 acre commercial corner southwest of Broadway Road and Mill Avenue from the subdivision boundaries. The original plat included eight buffer parcels at the north Broadway Road subdivision boundary that were constructed as multi-family between 1956 and 1960. Mill avenue frontage was similarly buffered with a 1960 multi-family property located south of the commercial corner. Although current multi-family zoning extends south one more parcel to West Palmcroft Drive, lot 30 was originally developed with a single-family home. As this property remains single-family today, the property at 10 West Palmcroft Drive is proposed for inclusion in the boundaries of the proposed Date Palm Manor Historic District so that the overlay boundary is proposed to be limited to 38 lots developed with single family residences. ²

RESEARCH – As specified in the Tempe Historic Preservation Ordinance, upon receipt of an application for historic designation the Historic Preservation Office shall compile and transmit to the commission a complete report on the subject property or district. This research will be condensed to produce the required Staff Summary Report for public hearing. As specified, the report will address the location, condition, age, significance and integrity of historic features and other relevant information together with a recommendation to grant or deny the application.³

LOCATION – The portion of the Date Palm Manor Subdivision proposed for overlay zoning, designation and listing as the Date Palm Manor Historic District consists of thirty-eight (38) lots with single-family homes, all within approximately 7.84 acres, located at 2106 S. Mill Avenue; 5-137 W. Palmcroft Drive; 2015-2030 S. Dromedary Drive; 32-121 W. Palmdale Drive; and 2019-2025 S. Dateland Drive, in the R1-6, Single-Family District and the R-3, Multi-Family Residential Limited District.⁴

CONDITION – Agnew Construction built custom homes with unique designs. Homes in the Date Palm Manor Subdivision sold at twice what contemporaneous subdivisions were selling homes for. Agnew also sold lots to individuals who wanted to build their own house with the deed specifying minimum construction requirements. Accordingly, while it is difficult to identify temporal changes to these unique properties, the high degree of initial quality coupled with the large size of the original homes lends credibility to the appearance that relatively few changes have been made to areas of these properties visible from the rights-of-way.⁵

AGE – Date Palm Manor Subdivision began selling homes in 1954, with sales handled by Tempe Realty Company. The subdivision was substantially complete by 1959 with ninety-percent 90% of the lots developed. Average age of a home in the subdivision is now 53 years with construction dates ranging from 1953 (n=3) to 1962 (n=2) and a median year built value equal to 1956 (n=10). The most frequently occurring year built value for homes in Date Palm Manor is 1955 (n=12). With the median year built 1956, the Date Palm Manor Subdivision homes average in the 95th percentile of all Tempe Properties in terms of age.⁶

SIGNIFICANCE – Date Palm Manor Subdivision is significant as a best example of early Post WWII custom home development in Tempe. When Agnew Construction began turning the Valsunda Date Gardens into an exclusive development of large and expensive homes care was taken to retain as many of the majestic date palms to provide a unique landscape setting for the upscale homes. The innovative curvilinear street pattern enhanced this pastoral setting while limited access further reinforced the peaceful and picturesque character of the neighborhood. Separation provided by limited access also improved safety and privacy for the neighborhood. Agnew offered custom homes each with its own individual design rather than the typical tract style. Agnew also sold lots to individuals who wanted to build their own house, stipulating minimum construction requirements by deed restrictions. Many homes in the Date Palm Manor Subdivision were built at twice the price of homes in contemporaneous Tempe subdivisions. Many prominent Tempe families relocated from older parts of the city to the innovative new neighborhood and Date Palm Manor Subdivision built out quickly in just five years.⁷

INTEGRITY OF HISTORIC FEATURES -

Integrity is the ability of a property to convey its significance. To be listed in the Tempe Historic Property Register, properties must not only be significant under ordinance criteria, but they must also have integrity. A district proposed for designation under criteria related to design and construction must, in general, retain integrity of Setting, Design, Feeling, and Materials and these aspects of integrity are highlighted in the discussions below.⁹

Location – Location is the place where the historic property was constructed. The relationship between the property and its location is often important to understanding why the property was created or why something happened. Date Palm Manor Subdivision continues to exist in its originally developed location although the site is no longer at the edge of residential development in Tempe. ¹⁰

Annexation of the Date Palm Manor Subdivision by Ordinance Number 226 on February 11, 1954, extended city limits south of Broadway Road for the first time. Annexed along with the site for the new Tempe High School, this subdivision was the first residential inroad into the zone of agricultural operations south of residential development which ended at Broadway Road. Date Palm Manor Subdivision was developed immediately east of Tempe Airport, a small general aviation airport built circa 1946 which continued to accommodate local crop-dusting operations well after the subdivision had been completed. 11 12 13 14

Design – Design is the combination of elements that create the form, plan, space, structure, and style of a property. Design results from decisions made during the original conception and planning of a property (or its significant alteration) and applies to activities as diverse as community planning, engineering, architecture, and landscape architecture. Design includes such elements as organization of space, proportion, scale, technology, ornamentation, and materials. A property's design reflects historic functions and technologies as well as aesthetics. ¹⁵

For districts significant primarily for historic association or architectural value, design concerns more than just the individual buildings or structures located within the boundaries. It also applies to the way in which buildings, sites, or structures are related, for example, spatial relationships between major features, visual rhythms in a streetscape or landscape plantings, and layout and materials of walkways and roads. Design is one aspect of integrity that must be present for an historic district to convey significance based on design and construction criteria. ¹⁶

Unlike many contemporaneous but more price-conscious subdivisions, Date Palm Manor was annexed into the city limits before it was developed. Agnew Construction touted asphalt surfaced streets, curbs, and sidewalks as included in the price of the lots at Date Palm Manor Subdivision in a newspaper advertisement run April 10, 1954. Agnew delivered a neighborhood complete with infrastructure and utilities ready to go where other developers often left these details unfinished to be accomplished only after annexation occurred. Completion of the infrastructure appealed to the up-scale market Agnew was seeking and helped support requirements for quality design stated in the covenants conditions and restrictions in the lot deeds for custom-built homes. Careful design of streets and property line layouts maximized retention of spectacular date palms and greatly enhanced the feeling of an established neighborhood. Limited access into the subdivision in combination with the looping, circular street layout helped recreate a sense of place and a feeling of separation that distinguished Date Palm Manor and set it apart both physically and cognitively. 17 18

In general design of postwar housing was affected by a variety of influences including the automobile, changing demographics, the mortgage market, building codes, zoning ordinances, as well as emerging consumer values and changes in popular taste. Lot size in Date Palm Manor Subdivision was larger compared to contemporaneous Tempe developments averaging approximately 9,500 square feet. Large lots accommodated large houses and, with the average house size at 1,907 square feet, these homes were more than 32% larger than the average size house constructed in Tempe up until this time. Houses in Tempe constructed during the same period as Date Palm Manor, 1953 to 1962, (n=3001) averaged 1,535 square feet.

Housing styles in Date Palm Manor represent main-stream if upscale tastes with the ubiquitous classic ranch house style being by far the most frequent form. Variant styles in the subdivision are French Provincial Ranch, along with less frequent examples of the California Ranch and the Spanish Colonial Ranch Styles. A fine example of the more progressive International Style can be seen at 115 W Palmcroft Drive. At the private property level, properties contributing generally to the distinctive character of the district comprise roughly 92% (n=33) of total properties (n=36), a substantial majority.

In the configuration proposed for designation and listing, the Date Palm Manor Historic District maintains integrity of design with streets and attendant infrastructure little changed from the time of substantial completion until today. Although subdivision connections to adjacent arterial streets have been modified with Tempe Municipal Arts Commission and Neighborhood Enhancement grant funding, these edge conditions occur beyond the single-family boundaries proposed for designation and listing. Monumental entryways at Mill Avenue and Broadway Road leave the historic subdivision design and layout intact and vibrant.²²

Setting – Setting is the physical environment of an historic property. Whereas location refers to the specific place where a property was built or an event occurred, setting refers to the character of the place in which the property played its historical role. The physical environment within and surrounding an historic suburb indicates many historic neighborhoods were designed to provide a semi-rural environment within commuting distance of the city, combining natural and urban amenities. A semi-rural character was often created through the design of an open, park-like setting of landscaped streets, private yards, and sometimes public parks. Subdivisions were often surrounded by buffers of trees or bordered by undeveloped areas to reinforce the separation of city and suburb.

Integrity of setting requires that a strong sense of history be maintained within the boundaries of the nominated property. This relies to a large extent on retention of original built resources, street plantings and open space. Design elements greatly affect integrity of setting and those consistent with the neighborhood's historic character or dating from the period of significance add to integrity. Small-scale elements such as individual plantings, gateposts, fences, swimming pools, playground equipment, and in particular, encroachment into the uniform front-yard setback detract from the integrity of setting unless they date to the period of significance. Initial survey and inventory work corroborated by subsequent commission and staff recognizance support the finding of exceptional integrity evidenced by the presence of original landscape elements and the overwhelming number of contributing properties in Date Palm Manor Historic District.²³

Perhaps no single aspect of integrity distinguishes the proposed Date Palm Manor Historic District as much as its setting. Carefully sited in the former Valsunda Date Gardens orchard, Agnew Construction and subsequent builders took great care to maintain a substantial number of mature date palms (*Phoenix dactylifera*). The resulting "instant landscape" was unlike any other offering in a Tempe postwar subdivision. Reinforced by design of the winding street pattern and the intact infrastructure, the luxurious custom-built homes in Date Palm Manor represented an established neighborhood from the onset.

The agrarian character of the setting is further emphasized by the conspicuous lack of topographic differentiation throughout the subdivision. The extreme flatness of orchard terrain is heightened perceptually by the modern roll-formed curb-sidewalk combination bordering minimally crowned street sections. The lack of familiar residential flood irrigation berms at property lines further emphasizes the unusual combination of natural and urban amenities found in this unique setting.

The original subdivision plat buffered the single-family lots from the arterial boundary streets with parcels developed as multi-family between 1956 and 1960. Current multi-family zoning extends south to West Palmcroft Drive which was developed in 1953 as a single-family home. As this property remains single-family today, the property at 10 West Palmcroft Drive is proposed for inclusion in the boundaries of the proposed Date Palm Manor Historic District so that the recommended overlay boundary will be the 38 lots developed as single family residences.²⁴

Materials – Materials include construction materials for dwellings, garages, roadways, walkways, fences, curbing, and other structures, as well as vegetation planted as lawns, shrubs, trees, and gardens. Integrity of materials in an architecturally significant neighborhood requires that the majority of dwellings retain key exterior materials that marked their identity during the historic period. Original plant materials may enhance the integrity, but their loss does not necessarily destroy it. Vegetation similar in historic species, scale, type and visual effect will generally convey integrity of setting although integrity of materials may be lost. Integrity of materials must be present for an historic district to convey significance based on design and construction criteria.

Material usage in postwar subdivisions was influenced by local availability and cost. Superlite Builder's Supply Company in Phoenix became the largest concrete block plant in the country by the early 1960s. As a result of the production economy they achieved, many local builders realized cost savings by constructing homes from block rather than conventional wood framing. In Date Palm Manor 27 homes are constructed of concrete masonry, one of which is slump-block, 7 homes are clay (brick) masonry, one is stucco on an undetermined substrate and one is wood frame (a prefabricate modular unit assembled onsite). The popular Ranch Style gained momentum in the postwar era as builders adapted nationwide patterns to regional preferences and available local materials. Unlike the simple rectangular form of the mass-market Ranch, homes in Date Palm Manor are characterized by projecting wings and rambling plans often with a high degree of detail and differing materials composing primary facades. ²⁵ ²⁶

Initially the postwar period introduced cheaper building materials to keep homes economical. Often instead of more costly wood, brick, stone or ceramic tile less expensive materials such as plywood, concrete, or cinder block, and asphalt tile were substituted. As the fifties wore on new technology and its products, such as plastics and exposed metal finishes were met with a fairly enthusiastic reception. Eventually preferences returned to more authentic and traditional looking building materials. Conceived and realized as an upscale development, Date Palm Manor homes reflected quality and tradition in both design and materials.

Workmanship – Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure, object, or site. Workmanship can apply to the property as a whole or to its individual components and becomes evident in the ways materials have been fashioned for functional and decorative purposes to create houses, other buildings and structures, and a landscaped setting. Workmanship is evidenced in the treatment of materials in house design, the planting and maintenance of vegetation, as well as the construction methods of small-scale features such as curbs and walls. ²⁹

Integrity of workmanship in a district requires that architectural features in the landscape, such as portals, pavement, curbs, and walls, exhibit the artistry or craftsmanship of their builders and that the vegetation historically planted for decorative and aesthetic purposes is maintained in an appropriate fashion and replaced in kind when damaged or destroyed. Although integrity of workmanship need not be present for an historic district to convey significance based on design and construction criteria, Date Palm Manor does maintain intact evidence of historic workmanship. 30 31

A defining feature of the typical postwar American subdivision was the mass produced housing made possible by changes in the production process. Methods of mass construction had been applied to the production of war housing. Following the war, builders began utilizing these methods to mass produce housing in residential subdivision developments. Improvements were made with tools and machines, more work was done off site, shop and site fabrication methods were extensively used for prefabrication and panelized systems, and new materials were used -- all of which facilitated the large-scale development of postwar suburbs. ³²

But Date Palm Manor tells a different story. Date Palm Manor homes reflected quality and tradition in materials as well as methods of construction. Skilled builders worked with experienced designers to create a collection of unique homes where quality and craftsmanship were valued as much as innovative or new construction technologies.

Feeling – Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character. For example, a postwar subdivision retaining original design, materials, workmanship, and setting resulting from the presence of the original street pattern, lot sizes, setbacks, and variety of housing types and materials will reflect patterns of suburban life reminiscent of the mid twentieth century. Feeling, although intangible, is evoked by the presence of physical characteristics that convey a sense of past time and place. Integrity of feeling results from the cumulative effect of setting, design, materials, and workmanship. Integrity of feeling must be present for an historic district to convey significance based on design and construction criteria. As the feeling of this neighborhood was determined to posses a high degree of integrity based on fieldwork carried out in 2005 and 2006, the Date Palm Manor Subdivision was advanced to first-tier status and recommended for historic designation and listing in the Tempe Historic Property Register by the Tempe Historic Preservation Commission. ³³ ³⁴ ³⁵ ³⁶

Association – Association is the direct link between an historic subdivision and the important events that shaped it. Continued residential use and community traditions, as well as the renewal of design covenants and deed restrictions, help maintain a neighborhood's integrity of association. Of course, additions and alterations that introduce new land uses or erase historic elements of design threaten integrity. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Integrity of association requires that a historic neighborhood convey the period when it achieved importance and that, despite changing patterns of ownership, it continues to reflect the design principles and historic associations that shaped it during the historic period.

Like feeling, association requires the presence of physical features that convey a property's historic character. Because feeling and association depend on individual perceptions, their retention *alone* is never sufficient to support eligibility of a property for historic designation and listing. Although integrity of association need not be present for an historic district to convey significance based on design and construction criteria, Date Palm Manor Subdivision does maintain intact evidence of historic association.

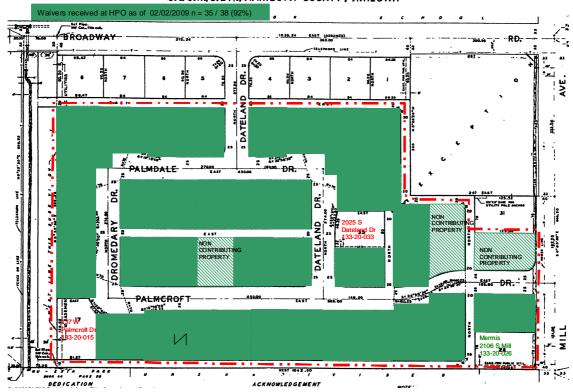
PRELIMINARY INVENTORY OF CONTRIBUTING PROPERTIES

| Parcel # | Common Name | Site Address | Waiver | Built |
|------------|--------------------------|---------------------|--------|-------|
| 133 20 009 | Cerminaro Residence | 100 W Palmdale Dr | Yes | 1955 |
| 133 20 010 | Swartz Residence | 110 W Palmdale Dr | Yes | 1955 |
| 133 20 010 | Rohovit Residence | 114 W Palmdale Dr | Yes | 1955 |
| 133 20 011 | Gonzales Residence | 120 W Palmdale Dr | Yes | 1953 |
| 133 20 012 | Spier Residence | 2018 S Dromedary Dr | Yes | 1955 |
| 133 20 014 | Laetz Residence | 2030 S Dromedary Dr | Yes | 1962 |
| 133 20 015 | Residence | 137 W Palmcroft Dr | NO | 1956 |
| 133 20 016 | Garber Residence | 133 W Palmcroft Dr | Yes | 1955 |
| 133 20 017 | Hayden Residence | 121 W Palmcroft Dr | Yes | 1956 |
| 133 20 017 | lot tied to property at: | | Yes | 1956 |
| 133 20 019 | Morrell Residence | 115 W Palmcroft Dr | Yes | 1958 |
| 133 20 020 | Burgis Residence | 109 W Palmcroft Dr | Yes | 1956 |
| 133 20 021 | Residence | 103 W Palmcroft Dr | Yes | 1956 |
| 133 20 022 | Roberts Residence | 25 W Palmcroft Dr | Yes | 1955 |
| 133 20 023 | lot tied to property at: | | Yes | 1955 |
| 133 20 024 | Munk Residence | 19 W Palmcroft Dr | Yes | 1955 |
| 133 20 025 | Miller Residence | 15 W Palmcroft Dr | Yes | 1956 |
| 133 20 026 | Residence | 2106 S Mill Ave | NO | 1975 |
| 133 20 027 | Residence | 5 W Palmcroft Dr | Yes | 1956 |
| 133 20 031 | Christiansen Residence | | Yes | 1962 |
| 133 20 032 | Eagar Residence | 26 W Palmcroft Dr | Yes | 1957 |
| 133 20 033 | Residence | 2025 S Dateland Dr | NO | 1955 |
| 133 20 034 | Residence | 2019 S Dateland Dr | Yes | 1953 |
| 133 20 035 | Nelson Residence | 32 W Palmdale Dr | Yes | 1958 |
| 133 20 036 | Gracey Residence | 36 W Palmdale Dr | Yes | 1955 |
| 133 20 037 | Alisky Residence | 44 W Palmdale Dr | Yes | 1956 |
| 133 20 038 | Decker Residence | 103 W Palmdale Dr | Yes | 1956 |
| 133 20 039 | Lauderdale Residence | 111 W Palmdale Dr | Yes | 1956 |
| 133 20 040 | Tonnesen Residence | 115 W Palmdale Dr | Yes | 1955 |
| 133 20 041 | Mendoza Residence | 121 W Palmdale Dr | Yes | 1954 |
| 133 20 042 | Susser Residence | 2015 S Dromedary Dr | Yes | 1957 |
| 133 20 043 | Residence | 126 W Palmcroft Dr | Yes | 1959 |
| 133 20 044 | Vaz Residence | 120 W Palmcroft Dr | Yes | 1955 |
| 133 20 046 | Engen Residence | 108 W Palmcroft Dr | Yes | 1956 |
| 133 20 047 | Maddox Residence | 102 W Palmcroft Dr | Yes | 1954 |

PRELIMINARY INVENTORY OF NONCONTRIBUTING PROPERTIES

| Parcel # | Common Name | Site Address | Waiver | Built |
|------------|--------------------|--------------------|--------|-------|
| 133 20 028 | Stewart Residence | 10 W Palmcroft Dr | Yes | 1953 |
| 133 20 030 | Petiford Residence | 14 W Palmcroft Dr | Yes | 1955 |
| 133 20 045 | Jenkins Residence | 116 W Palmcroft Dr | Yes | 1958 |

DATE PALM MANOR AMENDED A SUBDIVISION OF PART OF THE NWI/4, NWI/4, SEC. 27, T.IN., R. 4E., G. & S.R., B. & M., MARICOPA COUNTY, ARIZONA



OTHER RELEVANT INFORMATION -

HISTORIC CONTEXTS

The significance of community cultural resources is related to historic contexts. This research report for historic property designation looks at various contexts to synthesize information about the period, the place, and the events that created, influenced, or formed the backdrop of the historic resources. Cultural and environmental contexts expand awareness of the property and aid in the analysis and understanding of the resource. The following contexts help explain the cultural development and historic significance of the location and substantiate a recommendation for designation. Tempe Preservation uses two primary sources for historic contexts; Ryden 1997, and Solliday 2001.

Community Planning & Development in Tempe 1953~1962 (Date Palm Manor) "Suburbanization" began long before the Second World War. Ferries, streetcars, and suburban commuter trains had seeded elite suburbs around most large American cities as early as the 1890s. Large-scale urban flight among American industries began in the 1920s, as factories updated their facilities and moved to cheaper land outside of town. But the postwar suburban boom was vastly different in terms of its scale and the intensity of its impacts on the American landscape, and on American society itself. In 1950's America, the old-fashioned "American Dream" – a nice, safe place where you could raise a family – evolved into a narrower, more prescriptive, more exclusive vision. The post-war "American Dream": owning a new house on a generous lawn with a growing family, paid for by Dad's job, and cared for by stay-at-home Mom and her brigade of new household appliances.³⁷

The postwar period was an era of rapid change for Arizona and especially for the Phoenix metropolitan area. A number of demographic and economic conditions influenced a high volume of housing production. The state had one of the highest inmigration rates in the country with people arriving by the thousands. Between 1940 and 1950 Arizona's population increased by almost 25,000 a year; in the 1950s the average annual increase more than doubled to 55,000 new residents each year. Most of these people moved to either the Phoenix or Tucson areas. A positive employment picture as well as Arizona's mild climate and low cost of living were among the factors that attracted new residents.³⁸

"Perhaps the greatest of God's gifts to mankind, next to life itself, is growth." So begins the forward to the 1953 Sahuaro, the annual published by the Associated Students of Arizona State College. The students go on to say; "...it is through growth that life continues, that the richness and fullness of living ripens and blossoms. It is through growth that man has progressed from an inarticulate animal of the cave and forest to the dominant being of civilization today. Through growth – mental, spiritual, and moral – man has achieved what we are bold to term 'progress." 39

The history of Tempe during the post-World War II period is characterized by rapid population growth in an expanding economy. From 1940 to 1950, Tempe's population grew from 2,906 to 7,686, an increase of 235%. In the following decade growth was even more pronounced. By 1960, the city's population had reached 24,897, giving Tempe a rate of growth of 324 % through the 1950s. More than one hundred new subdivisions were opened for development and, with frequent annexations, Tempe's city boundaries were constantly expanding. These characteristic trends are clearly reflected in the thousands of houses and structures that were built during this time.

To assist in obtaining a broad contextual view of Tempe and its neighborhoods during the period of rapid change from 1945 to 1960, and to help assess, appreciate, and plan to conserve Tempe's postwar resources, in 2001 the City undertook a field survey to examine approximately 4,500 Tempe properties built between 1945 and 1960. The City of Tempe Historic Preservation Office published results of this survey under the title "Post World War II Subdivisions, Tempe Arizona: 1945-1960" (Solliday 2001).

This survey disclosed that roughly one-third of the more than one hundred new subdivisions that opened for development during the study period no longer existed. Various redevelopment activities along with waves of campus expansion over the past 50 years had eliminated more than 30 postwar subdivisions in Tempe. For the 62 subdivisions remaining, the 2001 survey compiled inventory forms for nearly 1,800 individual properties. Those properties that conveyed a high level of architectural integrity (i.e., that still possess all elements of their original design) were inventoried in detail.

Each postwar subdivision was evaluated for historic and architectural significance, and integrity. The significance of a subdivision was determined by its relation to historic themes, such as community planning and development, federal housing policy, or association with prominent builders and developers. The evaluation of a neighborhood's integrity was based on several factors, including the proportion of individual properties that possess a high degree of integrity, the presence of a subdivision's key non-residential elements (streets, vegetation, irrigation system, etc.), and the absence of any significant non-conforming encroachments in the residential areas.

Subdivisions were determined to be eligible as Historic Districts based on significant historical associations and where most of the houses, as well as the subdivisions themselves, maintain a high level of integrity. Additionally, the subdivisions identified in the Survey were designated as Cultural Resource Areas in Tempe General Plan 2030. GP2030 represents a vision for the future of our community resulting from an extensive public participation process begun in 2002 and culminating with approved of the plan by Tempe voters at ballot May 18, 2004. Our community has identified Cultural Resource Areas in GP2030 as maintaining unique cultural significance that helps define the unique character of Tempe. GP2030 seeks to conserve these areas by recommending maintaining existing zoning at densities in affect when the plan was adopted. This stewardship affords opportunities for future historic district designations. Obtaining historic district status for these subdivisions will provide recognition and protection of all of the earliest residential areas in the city that still convey their historic appearance and sense of place. Additional provide recognition and protection of all sense of place.

Continued growth of the college and an increasingly diversified economy lead several large Phoenix-based construction companies to enter Tempe's expanding housing market in the 1950s. Builders such as Darrow-Loftfield, Del Webb, and Siesta Homes developed large residential tracts in Tempe. These companies generally followed a highly standardized approach in both production and marketing of housing. All homes were similar in size and construction. The typical house had three-bedrooms, two bathrooms, a family room, and a built-in range and oven, and sold for less than \$10,000.

During this time, many established local builders become subdivision developers in their own right, buying parcels of land, laying out neighborhoods, building and selling homes. Harl Chamberlain and Karl Guelich developed subdivisions with low and moderate priced homes, while Herman Goldman and Presley Agnew built smaller tracts with large sprawling custom homes selling for two to three times the cost of a typical Tempe home.

Custom Design Style Architecture in Tempe 1953~1962 (Date Palm Manor)
Ubiquitous throughout the Valley, the postwar ranch house has become an American icon. Marking the first time that many families realized the American dream of homeownership, these houses define the unprecedented prosperity and innovation focused on middleclass America at the end of World War II. Built in an era when money for homes was practically given away, our affair with the car blossomed, and America experienced a baby boom, ranch neighborhoods capture the unique history and culture of a particularly optimistic new generation. An engineering approach to housing construction and to many other aspects of American culture increased as the postwar era progressed, the. Housing construction began to have more in common with industrial design than the traditional architectural practice used with custom houses. Development of the Date Palm Manor Subdivision is the exception that proves the rule. In a look back to the traditional architect-homeowner relationship, the custom homes in Date Palm Manor each present unique plan configurations and architectural detailing that speaks to the individual preferences of their owners, designers, and builders. 43 44

Ranch Style houses of the late 1950s are rich in subtle details. Brick wainscots, scrollcut fascia, board-and-batten siding, and decorative wrought iron porch posts can be seen in nearly every subdivision established after 1957. As more builders began their first Tempe subdivisions, they added their own distinctive embellishments. Gene Hancock, developer of Cavalier Hills, made extensive use of weeping mortar and wood siding to create contrasting textures. Phillip Savittieri and Sons (P & S Construction Company) used different types of natural wood and brick to provide unique decorative accents for each house in Lindon Park. By bringing the architect back to the housing production process homes here exhibit many aspects of modern postwar styling at a high level of sophistication and refinement. The long horizontal form often rambling or with projecting wings along with a combination of two or more exterior wall materials across front façade, such as block, board-and-batten or wood siding over a band of brick, weeping mortar block, stucco or stone identify several fine examples of the California Ranch variant. Other homes portray "personality" detailing on the front façade to convey the character of a Western Ranch, Swiss Chalet, or Dutch Colonial with exterior walls predominantly block or brick with additional wall materials used to define the character including wood, brick, and stone accents. Even the Contemporary House Style with its rectilinear plan and low pitched gable roof with characteristic gable ends to the street and the typical band of contrasting brick across the bottom of front façade, and glass window walls tucked beneath gable roof ends is present in one example.

The Date Palm Manor Subdivision was not developed with tract housing. Catherine and Hayden Carl Hayden purchased their lot at 121 West Palmcroft Drive in 1956 and built a 2,500 square-foot, three-bedroom house for \$32,000.00. Later the Haydens purchased a second adjacent lot and more than doubled the size of their home. Typical of many Date Palm Manor homes, Agnew Construction acted as the original builder while Lloyd Williams and architect Benny Gonzales designed subsequent additions. 45

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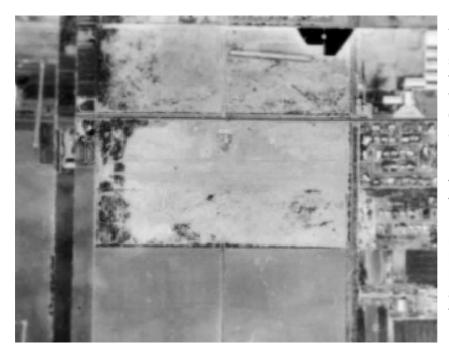
Development of Agricultural Land in Tempe 1953~1962

An aerial photo taken in 1949, before development of the Date Palm Manor Subdivision began, shows fields of cotton and alfalfa dominating the landscape in Tempe south of Broadway Road. That the local economy maintained a basis in agricultural until well beyond the end of the war is clearly indicated. In 1890, in an effort to develop a commercial date industry, the United States Department of Agriculture began importing varieties of date palms from the Middle East and North Africa. A few states in the south western portion of the United States were chosen as key planting locations. The imported plant material flourished in Arizona, particularly in the City of Tempe.⁴⁶

By the early twentieth century, the commercial date industry had established itself in the Salt River Valley. The industry grew to more than 400 acres of active date farms. Around 1945, urbanization, increased rainfall, and higher humidity caused a dramatic decline in the number of commercial date gardens. Today, only a fragment of this once thriving industry remains. Date Palm Manor survives as one of the few examples of a largely intact commercial date garden from the golden age of Arizona date culture. These date palms were planted in 1923 by a local builder named Nichols. It continued as a commercial date garden until the early 1950s, when the area was subdivided for housing. ⁴⁷

The City of Tempe, in cooperation with the Native Seed Search/Arizona Regis-TREE, Register of Big Trees, Arizona Forestry Council, and the Arboretum at Arizona State University recognize Date Palm Manor as an Arizona Historic Tree District. A plaque donated by the Arboretum at Arizona State University was presented to the residents of Date Palm Manor on Arizona Arbor Day 1996 in appreciation of their preservation of this living legacy. 48

Tempe Airport, is depicted on the 1949 Phoenix Sectional Chart as small general aviation airport apparently built at some point between 1945-49, as it was not yet depicted at all on the 1945 Phoenix Sectional Chart. The earliest depiction of Tempe Airport which has been located was on the 1949 Phoenix Sectional Chart which indicated it had a 2,700' unpaved runway. According to Doug Duncan, Tempe Airport "was located just south of Broadway (west of Tempe High School) between the railroad tracks & the wires. The 1952 USGS topo map depicted Tempe Airport as having a single east/west runway, with one building (a hangar?) on the north side of the field. The 1956 Phoenix Sectional Chart depicted Tempe Airport as having a 2,700' unpaved runway. John Arthur placed the location of Tempe Airport as "On Broadway, west of Mill Avenue & the railroad tracks, next to Date Palm Manor, across from the High School. He remembered the area as a big empty field in the mid & late 1950s. Arthur said "I remember Date Palm Manor even better because of all the scorpions in the bark of the palms." According to Doug Duncan, Tempe Airport "was razed in 1957."



A 1958 aerial view (courtesy of John Arthur) shows traces of the former east/west runway were still perceptible, but overall the property appeared to have been razed. Doug Duncan reported in 2007, of the Tempe Airport, "Even the Tempe Historical Museum people knew nothing about it! I've looked at aerial photos & have driven around the area, but there appears to be no visible trace remaining."49

The intent of this research is to inform an opinion of eligibility as the basis for a recommendation for or against historic designation. This research relies heavily on information in previous survey and inventory studies; Janus 1983, Ryden 1997, and Solliday 2001, along with additional field recognizance and verification to achieve a reasonable degree of certainty regarding property status.⁵⁰

ENDNOTES -

City of Tempe Historic Preservation Office, 2001 (Solliday) Post World War II Subdivisions, Tempe Arizona: 1945-1960. Summarized online at: http://www.tempe.gov/historicpres/PostWWII/. These Post WWII subdivisions were evaluated for historic and architectural significance, and integrity. Significance of a subdivision was determined by its relation to historic themes, such as community planning and development, federal housing policy, or its association with prominent builders or developers. Evaluation of neighborhood integrity was based on several factors, including the proportion of individual properties that possess a high degree of integrity, the presence of a subdivision's key non-residential elements [streets, vegetation, irrigation system, etc.], and the absence of any significant non-conforming encroachments in the residential areas.

- Tempe City Council, 2005; Tempe Zoning and Development Code Amended: October 2, 2008, page 2-42 accessed online 03/13/2009 at http://www.tempe.gov/zoning/ZDCode/ZDCpart2.pdf
- Tempe City Council, (Ord. No. 95.35, 11-9-95; Ord. No. 2004.42, 1-20-05), Tempe City Code Chapter 14A Historic Preservation Ordinance, accessed online on 03/13/2009 at: http://www.tempe.gov/citycode/14aHistoricPreservation.htm Sec. 14A-4. Designation of landmarks, historic properties and historic districts (c)(4) Upon receipt of an application and placement on the next available commission agenda, the HPO shall compile and transmit to the commission a complete report on the subject property or district. This report shall address the location, condition, age, significance and integrity of historic features and identify potential contributing and noncontributing properties and other relevant information, together with a recommendation to grant or deny the application and the reasons for the recommendation.
- The Assessor's Parcel Numbers proposed for inclusion in the DATE PALM MANOR HISTORIC DISTRICT consists of thirty-eight (38) lots as follows: Maricopa County Recorder, Book 58 of Maps, Page 18, Book 59, Page 8; County Tax Parcel Numbers: 133-20-009, 133-20-010, 133-20-011, 133-20-012, 133-20-013, 133-20-014, 133-20-015, 133-20-016, 133-20-017, 133-20-018, 133-20-019, 133-20-020, 133-20-021, 133-20-022, 133-20-023, 133-20-024, 133-20-025, 133-20-026, 133-20-027, 133-20-028, *, 133-20-030, 133-20-031, 133-20-032, 133-20-033, 133-20-034, 133-20-035, 133-20-036, 133-20-037, 133-20-038, 133-20-039, 133-20-040, 133-20-041, 133-20-042, 133-20-043, 133-20-044, 133-20-045, 133-20-046, and 133-20-047.
- ⁵ City of Tempe Historic Preservation Office, 2001 (Solliday) Post World War II Subdivisions, Tempe Arizona: 1945-1960 summarized online at: http://www.tempe.gov/historicpres/PostWWII/ data field verified by Commission site visit on 01/14/2006 and by Tempe HPO Staff recognizance on July 07, 2008. Survey initially included 47 lots in the area roughly bound by Broadway Road, Mill Avenue, Palmcroft Drive, and Dromedary Drive and listed are 21 properties, built 1953-1959; about 11 properties were not listed due to integrity. Commission considered single-family only (n=36) and reported 82% (n=30) to be contributing properties. Subsequent staff recon identified 92% (n=33) to be potentially contributing generally to the distinctive character of a proposed district including one property where, at the owner's request, reversibility considerations would need to be called on to qualify the property as contributing.
- ⁶ City of Tempe Historic Preservation Office, 2008 Analysis of Year-Built Property Data for Tempe Arizona: Maricopa County Assessor's Office and Ryden Multiple Resource Area Update, Tempe HPO Reference: G:\RDEVPUB\+Historic Preservation\Year Built-MCA-Metroscan120108.xls Comparative analysis of 53,153 Tempe Properties constructed between 1881 and 2009. Homes in Date Palm Manor are between the 97th and the 93rd percentile in terms of age city-wide.
- Tempe Date Orchard Weather Station (Tempe 3 S) Lat/Lon*: 33°23'N / 111°56'W In Service: 01 Jan 1931 to 30 Nov 1952, "Tempe Date Orchard" NCDC information accessed 03/13/2009 on line at: http://www4.ncdc.noaa.gov/cgi-win/wwcgi.dll?wwDI~StnSrch~StnID~20001012

University of Arizona 1916, Twenty-seventh Annual Report of the Agricultural Experiment Station for the fiscal year ending June 30, 1916 by R. H. Forbes, Dean and Director accessed 03/13/2009 online at: http://www.archive.org/stream/bulletin84univ/bulletin84univ_djvu.txt

Garrison, James, 1999; Aspects of Integrity: Generalized Application http://www.tempe.gov/historicpres/Centennial[SampsonTupper]House.html [State Historic Preservation Officer Jim Garrison created a matrix titled "Aspects of Integrity: Generalized Application" to illustrate how to evaluate the integrity of a property. This chart indicates those aspects of integrity that must be present for different property types to remain eligible. For example, to identify aspects necessary for a District to maintain eligibility under criteria C (Design/Construction) enter the chart criteria column at "C – Design/Construction" and move across to the property type column for "District", to see that four of the seven aspects of integrity must be present to maintain the integrity of a district that has significance under criteria C, they are; Setting, Design, Feeling, and Materials. (see chart below)]

J. Garrison 1989

Aspects of Integrity: Generalized Application

Property Types

| | property r | iroperty Types | | | | | |
|---------------------------------------|---|--------------------------------------|---|---|---|--|--|
| Criteria | Building | Distirct | Site | Structure | Object | | |
| A . Event/ History | Location Materials Feeling Association | Location Setting Feeling Association | Location Setting Feeling Association | Location Materials Feeling Association | Materials Feeling Association | | |
| B . Person | Materials Feeling Association | Location Setting Materials | Location Setting Association | Materials Feeling Association | Materials Feeling Association | | |
| C. Design/ Construction | Design Workmanship Materials Feeling | Setting Design Feeling Materials | Setting Design Feeling | Design Workmanship Materials Feeling | Design Workmanship Materials Feeling | | |
| D. Likely to Yeild/ Has Yeilded | Workmanship Materials | Location - Materials | Location Materials | Workmanship Materials | Workmanship Materials | | |

Aspects of Integrity: Location, Design, Setting, Materials, Workmanship, Feeling, Assocation

U.S. Department of the Interior, National Park Service, How To Evaluate The Integrity Of A Property accessed 03/13/2009 online at http://www.nps.gov/history/NR/publications/bulletins/nrb15/nrb15_8.htm

¹¹ City of Tempe Public Works Department, Engineering Division, 1986 Annexation Map, on file at Tempe Redevelopment File Archives Catalog Number 1999.0000.414 "Tempe Annexation History shows areas annexed with ordinance citations and dates 5/14/74-7/12/74-1/29/75-6/11/75-7/2/75-9/19/75-4/9/76-4/6/77-12/19/77-1/13/78-2/22/78-3/9/78-4/21/78-9/8/79-11/17/81-11/1/82-2/24/83-2/20/86-6/9/86-9/24/86"

Aerial Photograph 1957 accessed 03/13/2009 online at: http://www.historicaerials.com/?poi=4291
HistoricAerials.com provides free online access to historic and current aerial photography. You can view aerial photography from the 1930s through today. Use our multi-year comparison tools to detect changes in property. Come and explore your favorite points of interest at HistoricAerials.com.

Tempe Republic, May 30, 2008 & June 6, 2008 Column: Ferry Tales File #67, Flying High in Tempe! Part 1 & Ferry Tales File #68, Subject: Flying High in Tempe! – Part 2, Writer: Jay Mark.

- Maricopa County Flood Control District 1930, 1937, 1949, 1969 Aerial Photography accessed 03/13/2009 online at http://www.fcd.maricopa.gov/Maps/gismaps/apps/AerialsOrder/application/index.cfm Flight dates 01/28~29/1930 (showing plowed fields with new orchard at north only, Flight dates unknown 1937 not clear, Flight dates 02/17/1949 showing established date orchard across site with airport at west, Flight dates 01/02~03/08/1969 showing modern development.
- Ralph Haver's Campus Homes neighborhood in Clark Park, Tempe accessed 03/13/2009 online at: http://www.modernphoenix.net/campushomes2.htm Field Guide to Campus Homes On June 27, 1953, Del Webb opened up the model homes for the Ralph Haver-designed Campus Homes subdivision here in Tempe. On that very day (a Saturday), the Tempe Daily News featured a two-page advertisement (pages 4 and 5) for the subdivision, which included drawings of the original six models, along with the original purchase prices of each. Later, two more models were introduced.
- U.S. Department of the Interior, National Park Service, How To Evaluate The Integrity Of A Property accessed 03/13/2009 online at http://www.nps.gov/history/NR/publications/bulletins/nrb15/nrb15 8.htm
- Wilson 2002, quoting Stewart, Kay K. 1979 "Twentieth Century Housing Design from an Ecological Perspective" In Fish Gertrude ed. The Story of Housing New York: MacMillan Publishing Co. and Martin, Christopher T. 2000, Tract-House Modern: A Study of Housing Design and Consumption in the Washington Suburbs, 1946-1960. PhD. Diss., George Washington University
- City of Tempe Historic Preservation Office, 2001 (Solliday) Post World War II Subdivisions, Tempe Arizona: 1945-1960 summarized online at: http://www.tempe.gov/historicpres/PostWWII/ data field verified by Commission site visit on 01/14/2006 and by Tempe HPO Staff recognizance on July 07, 2008. Ranch n=20; French Provincial Ranch n=3; California Ranch n=1; Spanish Colonial Ranch n=1; International n=1
- Tempe Daily News (Advertisement April 10, 1954) accessed 03/13/2009 online at: http://www.tempe.gov/neighborhoods/images/addpm1.gif Compare 1,907 square feet to the city-wide average home size which was 1,437 square feet in 1954.
- Wilson, Elizabeth S., M.E.P., 2002, Postwar Modern Housing and a Geographic Information System Study of Scottsdale Subdivisions Arizona State University accessed 03/13/2009 online at: http://www.scottsdaleaz.gov/Assets/documents/historiczoning/postwarstudy.pdf
- City of Tempe Historic Preservation Office, 2009 Analysis of Square Foot Property Data for Tempe Arizona: Maricopa County Assessor's Office and Ryden Multiple Resource Area Update, Tempe HPO Reference: G:\RDEVPUB\+Historic Preservation\DESIGNATIONS\Date Palm Manor\DPM-HD Assessor Data.xls analysis of 5413 houses constructed in 55 subdivisions built 1880 to 1960 average house size = 1437 sf / analysis of 4459 houses constructed in 47 subdivisions built 1880 to 1958 average house size = 1390 sf.
- ²² City of Tempe Date Palm Manor Art in Private Development Fact Sheet accessed 03/13/2009 online at: http://www.tempe.gov/arts/publicart/Images/Private/DatePalm.htm The two entrances into the historic Date Palm Manor neighborhood work as visual markers that mirrors each other. Chasing Zoe, was funded by the neighborhood. The second marker, I am (on Broadway Road) was created to extend the neighborhood's gateway project. Artist John Nelson sates "In capturing the many and varied identities of the residents to the area, we are looking to address and honor the issues of personal and cultural identity and to engage the neighborhood in a dialogue of self discovery, personal involvement and community pride."
- U.S. Department of the Interior, National Park Service Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places accessed 03/13/2009 online at http://www.nps.gov/nr/publications/bulletins/suburbs/index.htm
- Tempe Historic Preservation Commission Meeting Minutes August 14, 2008 accessed 03/13/2009 online at: http://www.tempe.gov/historicpres/Minutes/081408.pdf Summary of neighborhood meeting on Saturday, August 2 with DPM Neighborhood boundary discussion on R1-6 [single-family] and R-3 [multi-family] zoned properties need to address formal district boundary City of Tempe together with neighborhood share custody of streetscape

Next step: neighborhood leaders will likely take this to formal DPM Neighborhood Association meeting for a vote, then subsequent application to City, if approved

- ²⁵ City of Mesa Historic Preservation Office, Mesa Postwar Modern Single Family Subdivision Development, 1946-1973. May 2004 Final Report prepared by Liz Wilson and Debbie Abele.
- City of Tempe Historic Preservation Office, 2008 Analysis of Year-Built Property Data for Tempe Arizona: Maricopa County Assessor's Office and Ryden Multiple Resource Area Update, Tempe HPO Reference: G:\RDEVPUB\+Historic Preservation\Year Built-MCA-Metroscan120108.xls
- Stewart, Kay K. 1979. "Twentieth Century Housing Design from an Ecological Perspective" In Fish, Gertrude ed. The Story of Housing New York: MacMillan Publishing Company.
- Rowe, Peter. 1991. Making a Middle Landscape. Cambridge: The MIT Press. Summarized online at: http://mitpress.mit.edu/catalog/item/default.asp?ttype=2&tid=8962
- U.S. Department of the Interior, National Park Service, How To Evaluate The Integrity Of A Property accessed 03/13/2009 online at http://www.nps.gov/history/NR/publications/bulletins/nrb15/nrb15 8.htm
- U.S. Department of the Interior, National Park Service Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places accessed 03/13/2009 online at http://www.nps.gov/nr/publications/bulletins/suburbs/index.htm
- Garrison, James, 1999; Aspects of Integrity: Generalized Application http://www.tempe.gov/historicpres/Centennial[SampsonTupper]House.html State Historic Preservation Officer Jim Garrison created a matrix titled "Aspects of Integrity: Generalized Application" to illustrate how to evaluate the integrity of a property. This chart indicates those aspects of integrity that must be present for different property types to remain eligible. For example, to identify aspects necessary for a District to maintain eligibility under criteria C (Design/Construction) enter the chart criteria column at "C Design/Construction" and move across to the property type column for "District", to see that four of the seven aspects of integrity must be present to maintain the integrity of a district that has significance under criteria C, they are; Setting, Design, Feeling, and Materials. (see matrix above)
- National Preservation Institute, 2006 "Identification and Evaluation of Mid-20th-Century Buildings" materials prepared for NPI by James C Massey and Shirley Maxwell March 2006
- U.S. Department of the Interior, National Park Service, How To Evaluate The Integrity Of A Property accessed 03/13/2009 online at http://www.nps.gov/history/NR/publications/bulletins/nrb15/nrb15 8.htm
- ³⁴ U.S. Department of the Interior, National Park Service Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places accessed 03/13/2009 online at http://www.nps.gov/nr/publications/bulletins/suburbs/index.htm
- Garrison, James, 1999; Aspects of Integrity: Generalized Application http://www.tempe.gov/historicpres/Centennial[SampsonTupper]House.html State Historic Preservation Officer Jim Garrison created a matrix titled "Aspects of Integrity: Generalized Application" to illustrate how to evaluate the integrity of a property. This chart indicates those aspects of integrity that must be present for different property types to remain eligible. For example, to identify aspects necessary for a District to maintain eligibility under criteria C (Design/Construction) enter the chart criteria column at "C Design/Construction" and move across to the property type column for "District", to see that four of the seven aspects of integrity must be present to maintain the integrity of a district that has significance under criteria C, they are; Setting, Design, Feeling, and Materials. (see matrix above)
- Tempe Historic Preservation Commission meeting, 11 August 2005, summarized online at http://www.tempe.gov/historicpres/docs/HistoricTempeNeighborhoods.pdf

- ³⁷ 1000 Friends of Wisconsin, Great Neighborhoods: How to Bring them Home Modern Land Development Patterns How We Got Here & The Rules That Guide Development Now accessed 03/13/2009 online at: http://www.1kfriends.org/Community Planning/documents/1 GN Chapter 5.pdf
- City of Scottsdale, Scottsdale Residential Single Family Neighborhood Development Themes 1947-1960, Two History Related Themes: Association with Significant Events Event Theme: Growth of the Phoenix Metropolitan Area 1947-1960 accessed 03/13/2009 online at: http://www.scottsdaleaz.gov/Assets/documents/historiczoning/postwarthemes.pdf
- ³⁹ Arizona State College, Tempe, Associated Students, 1953 Sahuaro William Foster, ed.
- City of Tempe Historic Preservation Office, 2001 (Solliday) Post World War II Subdivisions, Tempe Arizona: 1945-1960 summarized online at: http://www.tempe.gov/historicpres/PostWWII/PostWWIISubdivisionsBrochure.pdf The Tempe Post-World War II Context Study builds on previous key studies of the history of the built environment in Tempe. The original 1983 Tempe Historic Property Survey and Multiple Resource Area Nomination provides a thorough narrative history of Tempe, with emphasis on the development and early expansion of the original townsite. The 1997 Tempe Multiple Resource Area Update continues that narrative through 1945. .
- Scottsdale Historic Preservation Office, Scottsdale Residential Single Family Neighborhood Development Themes 1947-1960 accessed 03/13/2009 online at: http://www.scottsdaleaz.gov/Assets/documents/historiczoning/postwarthemes.pdf Growth of the Phoenix Metropolitan Area 1947-1960 The postwar period was an era of rapid change for Arizona and especially for the Phoenix metropolitan area. A number of demographic and economic conditions influenced a high volume of housing production. The state had one of the highest in-migration rates in the country with people arriving by the thousands. Between 1940 and 1950 Arizona's population increased by almost 25,000 a year; in the 1950s the average annual increase more than doubled to 55,000 new residents each year. Most of these people moved to either the Phoenix or Tucson areas. A positive employment picture as well as Arizona's mild climate and low living costs were all factors that attracted new residents.
- City of Tempe, Tempe General Plan 2030 Adopted: December 4, 2003, Chapter 3, Land Use, Design + Development, Land Use Element, accessed online 02/26/2009 at: http://www.tempe.gov/generalplan/FinalDocument/chapter3.pdf Cultural Resource Area (existing density allowed by zoning) Areas identified on the density map, which are considered culturally significant to the character of Tempe, based on the 2001 Post World War II Subdivision Study. It is desirable to maintain the character of these areas. The underlying zoning should remain the highest appropriate density for these areas. These areas are shown as Cultural Resource Areas, with a projected density to match the zoning at the time this plan is adopted.
- Wilson, Elizabeth S. 2002, Postwar Modern Housing and a Geographic Information System Study of Scottsdale Subdivisions accessed 03/13/2009 online at http://www.scottsdaleaz.gov/Assets/documents/historiczoning/postwarstudy.pdf "Equally noteworthy, the proliferation of postwar subdivisions often signaled the transition of a community from town to suburban city, a fact which was especially true in the West. Indeed, the postwar boom is cited as "probably the most important period in [Phoenix'] history" with subdivision building in the metropolitan area likened to what "steel is to Pittsburgh" (Walker quoting Abele 2000)." "Socioeconomic conditions and family values are all thought to influence housing preferences (Martin 2001; Stewart 1979). In the postwar era, marketing specialists in the housing industry paid special attention to the relationship between social factors and housing style preferences. They noted an inclination for "emotionally secure intellectuals" who wanted to differentiate themselves from the mainstream, status seeking classes to own the architect-inspired contemporary housing designs of the era (Martin 2001, 25). On the other hand, the wealthier, upper classes tended to favor the more conservative "period revival housing styles that symbolized wealth, sophistication, and a long family background" (Ibid, 26). Marketing specialists further noted that the middle and lower classes aspired to acceptance in this higher class. They therefore favored "affordable versions" of more mainstream Early American and other period revival styles. General development patterns after the War also revealed that mass taste showed a preference for 39 traditionally inspired house forms and styles of modern design and these were overwhelmingly ranch homes (Martin 2001).

- Patterson, Ann 2009, Date Palm Manor History Interviews, manuscript on file Tempe Historic Preservation Office, 21 E 6th Street #208, Tempe AZ 85281. [Oral history interviews conducted by Tempe Historic Preservation Commissioner Ann Patterson with residents of the Date Palm Manor Subdivision March 2009]
- Maricopa County Flood Control District 1930, 1937, 1949, 1969 Aerial Photography accessed 03/13/2009 online at http://www.fcd.maricopa.gov/Maps/gismaps/apps/AerialsOrder/application/index.cfm Flight dates 01/28~29/1930 (showing plowed fields with new orchard at north only, Flight dates unknown 1937 not clear, Flight dates 02/17/1949 showing established date orchard across site with airport at west, Flight dates 01/02~03/08/1969 showing modern development.
- From the text of the plaque donated by the Arboretum at Arizona State University to the residents of Date Palm Manor on Arizona Arbor Day 1996 located in the front yard of 10 West Palmcroft Drive.
- 48 ibid
- ⁴⁹ Abandoned & Little-Known Airfields: Arizona: Southeastern Phoenix area © 2002, © 2007 by Paul Freeman. Revised 11/28/07. online at http://www.airfields-freeman.com/AZ/Airfields_AZ_Phoenix_SE.htm Tempe, AZ 33.41 North / 111.95 West (Southeast of Phoenix, AZ)
- U.S. Department of the Interior, National Park Service, 2002; How to Evaluate the Integrity of a Property

⁴⁴ Ames, David L. 2000. Draft version of the National Register Bulletin on Suburban Development. National Parks Service. http://www.geocities.com/histpreservation/Bulletin.html (July 1999).